



WPTV

# ORDER

Print Date 09/26/12

Page 1 of 2

Flight Dates **10/15/12-10/26/12**

Contract / Revision      **311936 /**

Original Date / Revision  
09/21/12    09/21/12

Advertiser **Aronberg / Democrat / Attor**

Agency    **Rindy & Associates Inc**

Buying Contact

**2401 E Sixth St  
Ste 1003  
Austin, TX 78702**

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

**Dave Aronberg for State Attorney**

Agency Com    15%

Billing Contact

**2401 E Sixth St  
Ste 1003  
Austin, TX 78702**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **Daronberg-04/2012**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes          POL            POL            CAND

Product Codes    PL

Priority                P-1

Advertiser Ref

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	19	\$7,968.75	\$9,375.00	0.00
<b>Totals</b>	<b>19</b>	<b>\$7,968.75</b>	<b>\$9,375.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	19	\$7,968.75	\$9,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/15/12	10/19/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			2		\$550.00		0.00				
N 2	WPTV	10/15/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWTF--			2		\$475.00		0.00				
N 3	WPTV	10/15/12	10/19/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00



**WPTV**

Print Date: 09/26/12

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Contract / Revision    **311936**    Flight Dates **10/15/12-10/26/12**

Hiatus Dates

Original Date / Revision    09/21/12/    09/21/12

Order Sep    00:20:00

Advertiser    **Aronberg / Democrat / Atto**    Product **Dave Aronberg for State Att**    Estimate #    **DAronberg-04/2012**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/15/12	10/19/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	2		\$350.00	0.00							
N 4	WPTV	10/15/12	10/19/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	1		\$600.00	0.00							
N 5	WPTV	10/15/12	10/19/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	1		\$950.00	0.00							
N 6	WPTV	10/15/12	10/19/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	1		\$475.00	0.00							
N 7	WPTV	10/22/12	10/26/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	2		\$550.00	0.00							
N 8	WPTV	10/22/12	10/26/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	2		\$475.00	0.00							
N 9	WPTV	10/22/12	10/26/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	2		\$350.00	0.00							
N 10	WPTV	10/22/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	2		\$600.00	0.00							
N 11	WPTV	10/22/12	10/26/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	1		\$475.00	0.00							
N 12	WPTV	10/22/12	10/26/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	1		\$175.00	0.00							
Totals														19	\$9,375.00